

LEO BURNETT U.S.A.

a division of the leonard burnett corp., inc.

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*The thoughtful choice
in low-tar smoking.*



The low-tar cigarette with the recessed tip.



Most low-tar cigarettes
are flush-tipped. So tar
buildup is flat against your lips.

But Parliament has the recessed tip.
That means tar buildup never touches your
lips. All you get is that neat, clean taste.

So if you're trying to find a low-tar
cigarette that tastes good, why not
choose the one with the difference,
Parliament with the recessed tip.

Parliament

Kings, Box and 100's

Box: 14 mg. "tar," 0.9 mg. nicotine—
Kings: 10 mg. "tar," 0.8 mg. nicotine—100's: 17 mg. "tar,"
1.0 mg. nicotine av. per cigarette, FTC Report Apr. 79

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

